



SIERRA

MADRE

NEWS

PUBLISHED WEEKLY

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, JULY 15, 1921

VOL. 15, NO. 42

"Reliability"

Sierra Madre Hardware Co.

Ice Cream Freezers

Lawn Mowers
Yard and House Brooms
General Hardware, Plumbing, Paints

Sierra Madre Hardware Co.

31-35 West Central Ave.

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WE CLOSE SATURDAY AT 12 O'CLOCK, NOON

"Reliability"

MRS. WILSON LEAPS TO DEATH

Mrs. R. C. Wilson, who leaped from the top floor of the Brack Shops Monday afternoon in Los Angeles formerly lived in Sierra Madre Canyon, leaving here about two months ago. She came here with her children from El Paso, Texas.

Practically every bone in Mrs. Wilson's body was broken from the fall. People intimate with her say she was despondent over the death of her husband two years ago in El Paso. She leaves two brothers and a sister Mrs. Amie Jenkins of this place.

TO VISIT PARENTS IN MISSOURI

Mr. R. J. Lord and daughter, Miss Frances will leave Saturday over the Santa Fe for Kansas City and St. Joseph, Missouri, where Mr. Lord will visit a sister at the former place and his parents at the latter. They will be gone about two months and will stop at Salt Lake on the return trip for a short visit with a brother near that city.

MISS WEBSTER HOSTESS TO MODERN PRISCILLAS

The Modern Priscillas enjoyed the meeting of the season, on Thursday met for the afternoon at the home of Miss Lydia Webster, on Bond. The time was occupied in fancy work and social chat, the serving of refreshments making a pleasant intervention.

GUESTS AT MORRISON HOME

Mr. and Mrs. N. H. Morrison and daughters, Catherine and Marion of Los Angeles and Mrs. Roger Rice and daughter, Norma Jane of Canton, Ohio, are house guests at the home of Mr. and Mrs. W. E. Morrison, 247 N. Baldwin Avenue.

TO VISIT MISSOURI RELATIVES

Thomas Warden accompanied by son, James, and co-sin Mrs. Bertha and a niece, Miss Mattie Roberts of Anaheim, departed Wednesday over the Santa Fe for an extended visit with relatives at Mars, Missouri. They expect to be gone about six weeks.

MR. AND MRS. ADAMS ARE HOME

Mr. and Mrs. Roland Adams returned from their honeymoon Sunday evening and are happily domiciled in their new home at 282 San Gabriel Court.

PITTSBURG MINE OPERATOR SPENDS VACATION HERE

Mr. and Mrs. J. F. Klaner and son of Pittsburg, Kansas, are spending a two weeks vacation as the guests of Mr. and Mrs. C. E. House in Sierra Madre Canyon Park. Mr. Klaner is a coal mine operator at Pittsburg, and owns two of the largest steam shovels in the world.

Mr. Klaner is an Elk delegate and is thoroughly enjoying Southern California and the convention.

MORE CHANGES AT POOL

Mr. C. E. House is getting ready for more improvements at the bathing pavilion in Sierra Madre Park Canyon. To eliminate any possible loss of clothing to the bathers he will build an office 12x12 and install what is known as the basket system. When you go for a swim you call for a bathing suit as usual and will be given a basket in which to put your clothes. This basket will be checked at the office and a check which will be worn attached to a cord around the wrist will be given the bather. When you leave the water, your basket with your clothing will be given you in exchange for the check.

The Sierra Madre Park Canyon Pool is becoming more popular every day. People who do not care for sea bathing may enjoy an excellent swim and under conditions that are as sanitary as time, money and science can make them.

MISS VANNIER HOSTESS AT LUNCHEON

Miss Florence Vannier was hostess Thursday at a delightfully informal luncheon, given at her home on South Hermosa. The guest of honor was Mrs. C. C. Collins, a former well known resident of Sierra Madre, who together with her sons, Don and Douglas, will leave soon for Arizona, where they will reside permanently. The table was artistically decorated with pansies. The guests were Mrs. Alfred Elwood, Miss H. H. Apphies and Mrs. Burton Andrews. In the afternoon Miss Vannier and her guests attended the meeting of the Modern Priscillas, at the home of Miss Lydia Webster.

DINNER GUESTS AT COOK HOME

Rev. Fred Staff and family of Colorado Springs, were dinner guests of Mrs. Belle Cook and daughter, Miss Gertrude Cook, last Thursday evening.

FOR SALE

Black Walnut Bedroom Set

Consisting of bed, dresser, commode and table. Fine old pieces in first class condition.

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SPECIAL SALE :::

Women's Jersey Knit Bloomers 48c

Womans knite blommers in pink, with elastic top and knee and reinforced gusset. Jersey weave—a very fine durable garment.....48c

Women's Union Suits, Tube Top, 85c

Fine grade womans Union Suits, tube top, tight knee—very fine quality at special price85c

Women's Fiber Silk Hose, 65c

In white only, all sizes—good grade fiber silk, special65c

J. F. SADLER & CO.

Phoenix Hose Warner Corsets Standard Patterns

FIRST NATIONAL STATEMENT IS VERY SATISFACTORY

The statement of the First National Bank for the closing quarter is published elsewhere and shows a very satisfactory gain, considering the conditions throughout the entire country. The addition to the undivided profits show the efforts and guidance of the efficient cashier, H. E. Allen.

FORMER SIERRA MADRE BOY MAKES GOOD

Sierra Madre people will remember reading of the big oil well that was brought in a few weeks ago on Signal Hill near Long Beach. This well is the property of the Shell Oil Company and was located by Dwight Thornburg a geologist, who formerly lived in Sierra Madre. Mr. Thornburg was considerably delayed in his work as many of the residents of Signal Hill objected to the drilling and would not lease ground for that purpose. It was through persistent work that permission was finally granted for a lease with the result that the well recently brought in is one of the best in California.

SPECIAL AGENT FOR SANTA FE

S. R. G. Twycross is again special agent for the Santa Fe railroad company. This agency was taken away from him during the war when the railroads were merged and under U. S. control. Mr. Twycross can secure your passage, Pullman accommodations and be of general service to you in the event you contemplate going east this summer.

SULLIVAN'S TO NEW LOCATION

Sierra Madre Bakery to Be Re-Opened

Mr. and Mrs. D. J. Sullivan who have been operating a lunch room in the Smith Hotel on Baldwin Avenue will open the Sierra Madre Bakery and lunch room at 30 Windsor Lane September 1st. The property burned last winter and the owner Mr. Millard rebuilt the home but not the business property. The fire did not destroy the oven and carpenters are now busy getting the location ready for an up-to-date bakery and lunch room. Mr. Sullivan hopes to establish himself about the first of the year either on Baldwin or Central Avenues with an additional lunchroom and use the Millard location for a bakery exclusively.

The present location being vacated by Mr. Sullivan will be newly furnished by Mr. Sibbel who has the entire hotel property leased.

LOCATES AT MONROVIA

William Conner has moved to 465 North Canyon Avenue, Monrovia where he will take a complete rest. He will go to one of the beaches for a short time and then join Mr. Conner. They have been living at the corner of Lima and Laurel Avenues for several months.

SPENDING WEEK AT BALBOA

M. S. Barrett and family and the guest, Miss Louise Pearson, are enjoying this week in an outing at Balboa.

EVERYTHING ELECTRICAL

REDUCTION ON UNIVERSAL APPLI

	Old Price	New Price
Irons	\$8.50	\$6.75
Toaster	8.50	6.75
Percolator	12.50	10.00
Grill	15.00	12.50
Waffle Iron	20.00	16.00

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"THE LIFE THAT NOW IS" (Tim.: 4, 8)

"There is a good time Coming"—
So runs a well known Song:
But here is something better
That keeps life glad and strong!
There is a good time present,
With glory on its brow:
Come—follow Christ, and you shall
have
A good time here and now! W. J. T.

Attend Church on Sunday

Morning Subject: (11:00 a. m.)—"A Spiritual Message from Broad way!"
Evening Subject: (7:30 p. m.)—"Victory!"

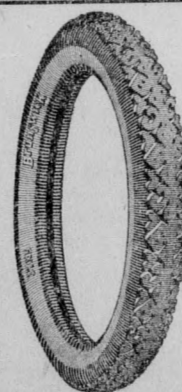
COME

First Congregational Church

REV. W. J. THOMPSON, MINISTER

Phone Green 36.

129 West Central Avenue



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ACCESSORIES

We can supply you with any auto accessory needed on your machine.

REPAIRS

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By LEO ELDRIDGE SHARPEntered as Second-Class Matter at the
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Plans furnished—Work Superintended or taken by contract.
Call Ward Nursery, Mt. Trail and Laurel. Phone Blue 29

MOUNTAIN GLEN SANITORIUM
G. W. HARRIS, M. D.
Specializes in the care and treatment of tuberculosis and constitutional diseases
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SAINT-CYR SANITARIUM
Treatment consists of the Fast Cure and Milk Diet. No tubercular cases received.
140 So. Hermosa, Phone Green 166

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314 S. Myrtle Ave. MONROVIA, Calif.

PHONE : BLACK 411.
MATINEE SATURDAY 2:30; FIRST
SHOW AT NIGHT 7 P. M.; 2nd 8:45

SUNDAY, JULY 17—
CONSTANCE TALMADGE in "THE PERFECT WOMAN"
A breezy story of a perfect woman who fell in love with a hating man. Tried to vamp him into submission by applying for a stenographer's position. But she was too alarmingly pretty: Let's go!
Also Current Events and a Comedy

MONDAY AND TUESDAY, JULY 18 AND 19—
JAMES OLIVER CURWOOD presents the picturization of his famous novel.

"THE GOLDEN SNARE"
Lewis Stone, Ruth Renick, Wallace Beery head big cast
It's the Curwood story that set you thrilling when you read it—that vivid adventure of the Royal Northwest Mounty who tracked a madman to the Arctic, and then couldn't take him because of a golden-haired girl and a kiddy.
Also a Comedy, "The Skipper's Treasure Gardens"

WEDNESDAY, JULY 20—
CONSTANCE BINNEY in "The Magic Cup."
The story of a girl who fell among thieves, and was for a time their unconscious tool. But fate and a clever cub reporter foiled their nefarious scheme and brought the girl into safety and happiness.
Also a Harold Lloyd Comedy

THURSDAY, JULY 21—
WILLIAM RUSSELL in "THE IRON RIDER"
A thrilling story of a town where justice was buried till the coming of the mysterious black-hooded Iron Rider.
Also a Good Comedy and a Scenic

FRIDAY, JULY 22—
Walter Hiers and Babe Daniels in "Two Weeks With Pay"
The laugh stuffed story of how Pansy O'Donnell went to spend her vacation at a summer hotel and was taken for Marie La Tour, "the mermaid of the screen." "The Good Little Bad Girl" does a high-dive, wears some dazzling gowns and has a double-time love affair all on her "two weeks with pay."
Also a Scenic and a Comedy

SATURDAY, JULY 23—
TOM MIX in "A RIDIN' ROMEO"
Story by Tom Mix
You will see thrilling Western Stunts and have a good laugh. For Tom wrote this story himself and has put into it a heap of things he did and saw and heard about when he was out on the plains as a cowboy.
Also a Comedy

L. A. FRIENDS GREET JUDGE WILLIAMS

More than 100 friends greeted Judge and Mrs. Warren L. Williams in the new bungalow recently erected on their pretty place at 49 West Live Oak Avenue on Sunday afternoon and evening. The visitors were chiefly members of Los Angeles Chapter of the Order of the Eastern Star, of which Judge Williams is Worthy Patron. Picnic supper was enjoyed in the out door pavilion. An informal music and entertainment program was given.

VACATION AT REDONDO BEACH

Thomas Henderson, wife and son John, returned Sunday evening after spending a vacation at Redondo Beach. The News publisher was numbered among those lucky fellows last week who were the recipients of Mr. Henderson's kindness in the way of a small dish containing fly-poison. A hurry call from Dr. Goodenow brought relief and the child is now out of danger.

SWALLOWS FLY POISON

The two-year old child of Mr. and Mrs. W. L. Hibbs had a narrow escape from death Monday morning, as the result of swallowing the contents of a small dish containing fly-poison. A hurry call from Dr. Goodenow brought relief and the child is now out of danger.

O. E. S. SOCIAL AFTERNOON

Six members of the O. E. S. who form a committee to sew for the orphans at the Masonic home at Covina, were guests Wednesday afternoon at the home of Mrs. F. L. C. Roess, 83 West Highland Avenue. Refreshments were served and many garments were finished. The following were present: Mesdames Foster, Keith, Howard, Long, Johnson and Roess.

MRS. PINKERTON DEAD

Mrs. Emma E. Pinkerton, aged 66 years passed away at her late home, 200 East Laurel, Wednesday, July 13. Funeral services were held yesterday afternoon at the Bergien, Cabot & Morgan chapels in Pasadena.

MR. AND MRS. NOURSE HERE

Mr. and Mrs. L. B. Nourse of Arvin visited from Friday until Monday with Mrs. Nourse's parents, Mr. and Mrs. E. W. Camp, 497 West Grand View.

MISS BYREN TO LOS ANGELES

Miss M. L. Byren will leave shortly for Los Angeles where she will visit friends and later enter a hospital for treatment. She is a faithful Christian woman and her Sierra Madre friends are sorry to learn of her going.

ENJOYING VACATION

Miss Elsie Webster is enjoying a two weeks vacation, visiting with her aunt, Miss Lydia Webster. Miss Elsie has for two years been in training at the Pasadena Hospital, and the coming term will be her senior year.

BUYS FORD TRUCK

Cecil Kellogg has purchased a new one ton Ford truck from the Sierra Madre Garage and will use the vehicle for the transportation of fruit.

CARD OF THANKS

I am leaving Sierra Madre for Los Angeles, where I will receive needed care, but with no hope of restoration to health. I wish to thank many friends for their great kindness during my long and painful illness. I owe much to Drs. George and Mary Groth who gave, not only efficient medical aid, but a kindly sympathy to be ever gratefully remembered.
M. L. BRYEN.

IN Society....
By
MRS. PALMER RHODES

Mrs. Sperry Host to Wednesday Club
The Wednesday Club enjoyed luncheon last week, at the home of Mrs. F. P. Sperry. The usual pleasant afternoon at cards followed the refreshments.

Entertained Former Resident
Miss Lorraine Wright entertained as her house guest for a few days this week, her friend Miss Coralle Brown who will be remembered as having lived here several years ago.

Occupying Lettau Home
In the absence of Mrs. G. H. Lettau, Mr. and Mrs. E. C. Carhart are occupying the Lettau home. Mrs. Albert Chappell and Mr. Fred Hinton of Los Angeles were their guests during the past week.

Camped Out on Honeymoon
Dr. and Mrs. George Jacob Starr have returned from their honeymoon camping trip, and for a month will occupy the home of Dr. and Mrs. Harry S. Forbes, at Sierra Madre Villa, who are visiting in the east.

R. P. O. E. Delegate Entertained
Mr. and Mrs. Harry Green, who are among the "Best People on Earth" being entertained so extensively this week in Los Angeles, were dinner guests on Tuesday evening of Mr. and Mrs. J. F. Sadler. Mr. Green is Past Exalted Ruler of the Elks and hails from the Dalles, Oregon.

Guests at Shakespeare Club
Mrs. E. C. Newton and Mrs. J. Milton Steinberger were honored by an invitation from the Shakespeare Club of Pasadena to attend their annual picnic, at Brookside Park, on Tuesday. Both ladies report a delightful day, a large portion of which was spent in renewing acquaintances formed at the recent Federation Convention at Yosemite.

Mrs. Collins Will Entertain Priscillas
Before leaving for Arizona to make her future home, Mrs. S. C. Collins has invited the members of the Medea Priscillas to be her guests at luncheon, on Thursday, July 21, at her home, at South Puritan Court, Torrance. The trip will be made by auto and Priscillas are requested to get in touch with Mrs. H. I. Hawxhurst before Tuesday, to signify their intention of either accepting or declining the invitation.

A Surprise Wedding
The many friends of Mrs. Vora P. Maull of Pasadena and formerly of Sierra Madre are much surprised over the receipt of cards announcing the marriage of her daughter Kathryn, to Laurence L. Oldfield, on Tuesday, June 21. The bride was a pupil of P. H. S. and quite popular among the younger set, whose best wishes follow the young couple to their present home in Anaheim, where the groom is employed.

Greeted Relatives in Los Angeles
Mr. and Mrs. L. C. Brooks are spending a few days in Los Angeles where they were called to greet Mrs. Brooks's sister and her husband, Mr. and Mrs. Elmer Almy, who returned Wednesday from China. Mr. Almy is a naval officer and has for two years been stationed with the fleet in different parts of China. The family are enjoying a reunion upon his return.

Mrs. Torrance Entertains
Among the pleasant social affairs of the past week, which were enjoyed by a number of ladies here, was the delightful luncheon given by Mrs. L. Torrance, a former resident of Sierra Madre, at her beautiful Los Angeles home. Plates were placed for fourteen, guests being the following very intimate friends of Mrs. Torrance: Mesdames, F. Wright, A. J. Rust, W. H. Ingraham, F. Hart, W. S. Andrews, E. T. Pierce, L. N. Caldwell, L. A. Beyer, J. E. Fairbanks, C. C. Nourse, W. Moore, V. P. Maull and Miss Hersa Lee.

A Brilliant Affair
The mid-summer dance and social evening, given by the Masons Tuesday was a brilliant affair, and was enjoyed by a large number of both local and out of town people. Festoons of gay colored crepe paper, beautiful lanterns and a profusion of flowers dressed the interior of the club house in gala array, and the guests, wearing the gay head-gear presented at the door gave an added touch of festivity. The Kiddas Orchestra furnished excellent music for those wishing to dance, and in the parlors bridge and "500" were enjoyed. Those winning prizes for the highest score in "500" were, Mr. and Mrs. W. E. Lees; in bridge, Mrs. Anna W. Harris and S. C. Pascoe. Consolation prizes were awarded to Mrs. E. C. Foster, Mrs. Louis Karpf, and Mrs. S. Dumas. The punch bowl was presided over by Mrs. Spencer Howard.

Among out-of-town guests were, Mr. and Mrs. Paul Baugh, of Los Angeles, Mr. and Mrs. Ralph Hopkins, Dr. and Mrs. R. H. Mackerras and Mr. and Mrs. Henderson Childs of Pasadena.

Mr. and Mrs. Harry Mix of Los Angeles were Sunday guests at the J. H. Wright home.

Herbert Ingraham and Raymond Andrews motored to Balboa for the week end.

Miss Betty Shaw has been entertaining her friend, Miss Ruth Bowers of Pasadena, for several days.

Captain and Mrs. J. A. Osgood returned Saturday from Laguna Beach where they had spent a few days vacation.

Mrs. E. V. Haines, of Los Angeles, mother of Mrs. H. T. Fennell, is making her home for the present in the Fennell bungalow, 201½ W. Carter Avenue.

Mr. and Mrs. Jesse Oastler who have been visiting in various cities in the east for the past year and a half have returned to Sierra Madre and are making their home on East Grand View Avenue.

**THE SUMMER MENU**

Many appropriate foods for the warm weather may be found in this store—fresh fruits and vegetables, cold and canned meats, as well as many specialties and picnic supplies.

CHEESE
PICKLES
OLIVES
RELISHES

SARDINES
POTATO CHIPS
TUNA, SALMON
SALAD DRESSING

GELATINE
PRESERVES
WAFFERS
PASTRIES

Specials for One Week Starting July 18**LUNCHEON HADDIES—**

White flaky meat—tasty and appetizing and an appropriate item for the picnic or camping party. Special for one week, the can09

TUNA—

Best quality white meat—splendid for salads and Sandwich spreads, special price for this sale—
Medium Size Can22

CORN FLAKES—

Kellogg's Toasted Corn Flakes at a special price for one week sale—
The pkg.12

TOILET PAPER—

Crepe Toilet Paper, in large 10c rolls at a special bargain price for this sale—
3 rolls for20

Fresh Meats, Fruits and Vegetables every morning—Free Delivery.

S. R. NORRIS

SIERRA MADRE DEPARTMENT STORE Established 1887

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Phone Black 12 291 West Central

MISS VANNIER EXPECTED HOME

Miss Marian L. Vannier, superintendent of the Charles E. Miller Hospital of St. Paul, Minnesota, is expected home next week and will spend her vacation with her mother, Mrs. E. H. Vannier and sister, Florence.

ENTERTAINED EMPLOYEES

Employees of the Southern Counties Gas Company of the Monrovia district were guests of the gas company at a dinner given at the Eleven Oaks Hotel at Monrovia Wednesday evening.

GUESTS AT TIMBERLAKE HOME

Mrs. M. Timberlake had as her guests last week her daughter, Mrs. William Hohneck of Crescent City, and her young son, Wallace. Mrs. Hohneck returned home on Sunday, leaving her son to spend his vacation with his grandmother.

GUESTS AT HOWELL HOME

Mesdames J. T. Mason, H. T. Bassett and H. T. Fennell motored to Altadena on Wednesday, where they were the guests of Mrs. George C. Howell and daughter, Miss Martha. The Howells who are former residents of our city are building a very beautiful home in Altadena which they expect to occupy in the near future.

MID-SUMMER GARDEN PARTY

The Woman's Club is perfecting plans for a splendid mid-summer garden party, which will be held on the grounds of the Netwon Home, corner of Hermosa and Live Oak Avenues some evening the latter part of this month. It is proposed to make this a gala affair, and further particulars will be printed as plans are perfected.

AFTERNOON TEA

A decidedly pleasant and pretty affair was the afternoon tea, given Saturday afternoon at which Miss Harriet Sperry entertained thirty of her friends at her home on East Live Oak. The charming honoree, was Miss Helen Seeley, whose engagement to Mr. Eugene Holliger, was recently announced. The living rooms were attractively decorated with pink roses and lavender blossoms, Miss Lorraine Wright presiding at the tea table and Miss Virginia Jones serving punch. The hostess was assisted in receiving and serving by Miss Gladys Walker and Mrs. Hall Perry.

COMPLIMENTARY LUNCHEON TO MRS. ROBERTS

Complimentary to Mrs. Richard S. Roberts, a recent bride, Mrs. Plate Baugh gave a very delightful luncheon on Saturday, at her home, 4205 South Harvard Avenue, Los Angeles. Guests from Sierra Madre were intimate friends of the bride who formerly resided here, also Mrs. Burton Andrews of Los Angeles and Mrs. W. S. Brugman, mother of the bride and Mrs. Henderson Childs, Mrs. Roberts's sister. A pleasant surprise to the honored guest, came in the presentation of a large box, containing a miscellaneous collection of kitchen utensils, lovingly offered by the guests present. Mrs. Baugh was assisted by her sister, Mr. Alfred Elwood of Los Angeles.

NOMINATE DIRECTORS

At the regular meeting of the Firemen's Club Wednesday night the following men were nominated for directors, seven to be elected. Robert Mitchell, J. N. Hawks, H. E. Allen, L. Dietz, W. S. Hull, Woodson F. Jones, E. C. Newton, W. E. Farman, E. A. Topping, M. D. Welscher, L. C. Brooks, J. D. Meyer, H. H. Steinberger and F. L. Merrill.

APPOINTED TO SCHOOL BOARD

George S. Anderson, 375 Mariposa has been appointed to the school board by Mr. Mark Keppel.

AGAIN NO SUNDAY SCHOOL

The City Health Officers are asking that there be no Sunday School held again this Sunday. There is one new case, but there is nothing alarming and there is no one that is seriously ill with diphtheria, however there is immediate need of caution.

The Christian Endeavor Society of the Congregational Church would like to be represented at the conference to be held at Long Beach, July 25th to 31, by at least two of its members. Any member who can go please report to Miss Stanley before Sunday.

THE FIRST NATIONAL BANK

Capital \$25,000.00
Surplus and Undivided Profits..... \$11,000.00

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Charles S. Kersting, President. F. H. Hartman, Vice-Pres.
H. E. Allen, Cashier. Chas. W. Yerxa, Vice-Pres.
M. F. Seeley, Assistant Cashier. J. B. Coulston, Director

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IN SIERRA MADRE CANYON

GOOD MUSIC

THE TRAIL STORE

Phone : Green 20

BURNS HAND WITH POWDER

Dale Langley, son of Alvin Langley suffered severe powder burns on the right hand last week when he unintentionally touched off a pile of powder that had been extracted from a bunch of firecrackers that had been purchased for the Fourth of July. The hand was badly burned and has caused considerable pain, but Dale is about town this week—and is wiser.

WILL VISIT RELATIVES IN SEATTLE

Mrs. Clifton I. Farmer, wife of Mr. C. I. Farmer, city freight and passenger agent for the Salt Lake route, with offices at Pasadena, departed on Friday for Seattle where she will visit for several weeks with her sister, Mrs. Herbert Pratt.

ONE MEETING A MONTH

Officers of the Christian Endeavor Society of the Congregational Church announce that there will be but one meeting each month, the first Sunday in the month, until School begins in September. At these monthly meetings the social hour will begin at six o'clock. There will be refreshments served following a business session and scriptural lessons.

NIGHT WATCHMAN IS ON VACATION

C. M. Kellogg is taking a thirty day vacation. He is spending this week at Lone Beach and will go to Big Bear Lake for a short stay before returning to work. John Kassner is taking Mr. Kellogg's place as night watchman.

ANNUAL REPORT OF THE SECRETARY OF THE SIERRA MADRE CHAMBER OF COMMERCE, JULY 11, 1921

Mr. President and Members of the Sierra Madre Chamber of Commerce:—

In making the annual report for the past year, I am unable to speak of my own knowledge of the work of the first five months of the year, as I took this office in December. Mr. Vining, the Secretary for those five months, I know from the record, carried on considerable correspondence. The principal projects sponsored by the Chamber during that period were the "Home Coming Day" celebration, which was a great success; the endorsement of street lights for the downtown district and the donation of \$100 from the general fund for that purpose; and the clearing and planting of the City lot on Windsor Lane and Central and the lot at the corner of Baldwin and Central.

When the re-organization took place last July, the Chamber had one hundred and thirty-five members and in the next month or so five more joined, making a total of one hundred and forty. Since December twenty-two new members have come into the organization, making a total of one hundred and sixty-two, but of the original one hundred and forty we have lost fourteen by death or removal. Of the remainder, forty-two have paid in their renewal subscriptions, twenty-two have not, and they would make payment shortly, leaving sixty-two of the original membership who have not yet been accounted for. Your Directors and myself feel that at least ninety per cent of this remainder will resubscribe when they fully realize what has been accomplished in the past year and how much is under way. They are, in great measure, the members who do not attend the meetings and are therefore out of touch with the activities of the Chamber. There are many newcomers in the city who should and who will join when the matter is properly presented to them. After trying out various methods, we have found that best way is to send a committee of two or three men who are thoroughly acquainted with our work after our prospects, and also to maintain a continuous campaign for members, bringing in a few every month, rather than to depend on one big drive a year. The experience of other Chambers which are thriving corroborates this theory.

In taking up this work last December, I told your Directors that I wished a little time to look over the ground before outlining any particular action. At our next meeting, I stated that, in my judgment, there was just one objective to which our Chamber should devote itself in its work for the betterment of this community—the making of this town into a choice, high-class residence suburb. All other activities should be subsidiary to that, and in such a manner as to contribute to the success of that—hotel projects, lighting systems, parks, theaters, all advertising, should be encouraged or discouraged according as they could measure up to the standard that a choice residence town requires. The reason for this is plain: Sierra Madre has no outlying farming country to draw on, we are hemmed in on all sides; we are not supplied with transportation facilities which would induce any manufacturing enterprises of large size to start here; but we have every natural advantage for a city of homes. It is up to us to see that we make the most of these natural advantages and bring the right class of home seekers here, and it is up to us to see that we undertake such public improvements as will attract the kind of citizens we want for permanent residents. In all the work done since that time, I have kept that ideal before me as the ultimate objective.

Advertising is, of course, one of our principal activities. To boost our town and make it grow it is absolutely necessary to advertise it. There is no use having the finest home town in the world if we don't tell the world about it. It is the same as a merchant having fine goods on his shelves out of sight and never telling the public of their qualities. To get our share of the phenomenal growth of Southern California, we must let people know we are here. We are out of the main line of travel, up here on these mountain slopes, and we have to forcibly put ourselves on the map. I feel confident we have had more newspaper publicity in the past six months than in any two years before—in the newspapers outside of this town. We have had several good writeups in the Los Angeles papers and every time the town name appears in a news item it is so much free advertising. We have been paying a full page of photographs in the illustrated section of the Sunday Times within the next three months. At the holiday season we got out two thousand folders for distribution, but we soon realized that we could not handle that work through the general fund. A special advertising fund was raised and fifty thousand of these descriptive folders have been printed at a cost of \$250.00. It was estimated these would last a year as arrangements had been made for the regular distribution of four or five thousand a month. Since they were completed, the middle of last month, I have placed almost seven thousand of them. The systematic distribution of four or five thousand of these folders each month to people who are making inquiries about California and who are in Los Angeles and looking about for locations, cannot fail to have results in the long run. Also many of our citizens are sending them away to correspondents east and that is a most helpful method of bringing the advantages of this city as a home town before easterners. Your secretary in the last seven months has written over three hundred letters in relation to Chamber of Commerce business to points away from Sierra Madre, and a large percentage of those were in the nature of advertising.

One of the most worthwhile accomplishments of the year was the acquisition of the fire fighting apparatus and the creation of a volunteer fire department. That latter child of the Chamber of Commerce grew up overnight and is forging ahead on its own account in a most satisfactory manner and is giving every evidence of being a potent factor in the community growth and improvement. As the Chief reports at least \$13,000 in dwellings alone saved by the work of the department since its inception. Through the combined efforts of the Chamber of Commerce and the Firemen's Club, the \$16,000 bond election for the fire apparatus carried by a twenty to one vote and with almost twice as large a percentage of the registered vote voting as is usual in bond elections. The \$2825.00 collected by the C. of C. committee for the first payment on the apparatus will soon be returned to the donors as the city is almost ready to take over the equipment and the department.

The tablet in honor of the Service Men and Women of this city was bought and fittingly placed in the Library grounds with appropriate ceremonies on Memorial Day.

A project for the establishment of a public park in Bailey Canyon was started and the committee in charge hope to have some concrete accomplishment to show before long. As our city is chronically hard up, the initial expense will have to be borne by volunteer subscription and raising money takes time, but the natural advantages in the forty-eight acres owned by the city in that canyon, if properly utilized, should give this city one of the most beautiful parks in the whole of California.

Under the auspices of the Chamber, \$280.00 was raised by the sale of bricks and a cooked food sale for the benefit of the Disabled Veterans Fund. We entered a most creditable float in the Tournament of Roses Parade for which we received a silver trophy and, while we were not able to send a float to the Monrovia celebration, we sent one of our pretty girls and a lady in waiting to the queen, so our town was represented.

Our transportation committee has labored faithfully for better car service and has succeeded in having some minor improvements made, noticeably a special car mornings for the high school students and a two car train at seven-twenty a. m. The railroad commission has not yet handed down its decision in reference to the other additions to the service, but the prospects are good for an additional car leaving Los Angeles at 7 p. m., even if we do not get an hourly evening service.

The chamber took a step forward when it was admitted to the United States Chamber of Commerce. Membership in this organization is granted only to those bodies which will guarantee an active interest in the questions submitted for decision, and your Board of Directors, after discussing the matter thoroughly, felt the Sierra Madre Chamber of Commerce could give such a guarantee. Through this membership, as through our membership in the Associated Chambers of San Gabriel Valley, this town, though small, becomes a factor in those larger questions of public policy which ultimately all have bearing on our individual fortunes.

The organization has held meetings regularly each month and has taken action on many matters of general as well as local importance. Resolutions have been sent to our state and national representatives regarding these questions, among them being the endorsement of the establishment of a branch of the State College of Agriculture in the San Fernando Valley, endorsement of the San Gabriel Dam Project, endorsement of one cent postal rate on drop letters, endorsement of the creation of a State Police Force. Your committees have appeared before the City Trustees requesting action in several public improvements such as the park project; requesting a building ordinance looking toward fire risk abatement and the appointment of a building inspector; the abatement of several nuisances; and, most recently, asking for sanitary handling of garbage collection and removal. The Chamber itself is undertaking a "Keep the Streets Clean" campaign as a beginning toward an all-over clean town.

The annual banquet in February was a great success both in the attendance, over a hundred Sierra Madre members being present in addition to the out of town guests, and in the quality of the program. I heard its praises being sung in Oakland shortly after when I attended a convention there.

The above mentioned items are some of the things which have kept your Directors and Secretary busy. A great deal of work and effort have been expended on other projects which I yet have nothing definite to show. A movie show has been within our grasp several times, but to date we have nothing definite. That most needed of all things for our town, a good, high class hotel, is still an unrealized dream in spite of many letters and much interviewing of prospects. Recently there have been developments which have a most hopeful look, but it is too early to talk about them. There's no use raising hopes which fall with a sickening thud—your Secretary has been having plentiful doses of that sort of thing for some time. But the hotel is bound to come and I believe it is coming soon. It is one of the main things for the organization to work for this coming year. Almost daily people are turned away who are asking for a good hotel, people with money to spend and who are delighted with the appearance of the town and who want to stay here. That hotel will be one of the main factors in bringing permanent residents.

I feel I cannot close this report without a few words of appreciation of the wonderful support and loyal co-operation I have had from so many of the members and particularly from the officers and directors. I sometimes wonder if the main body of the organization realize at all how much time and effort these men give to the work and the quality of the service. There are many troublesome and annoying things in any kind of community work, but is has been most inspiring to feel that I had at my back this body of broad-minded, capable men who were willing to serve for the general public good. Their advice and encouragement have been so cheerfully given on every occasion, they have not failed to respond to any call upon them. One of the Old Testament writers many centuries ago said, "Where there is no vision, the

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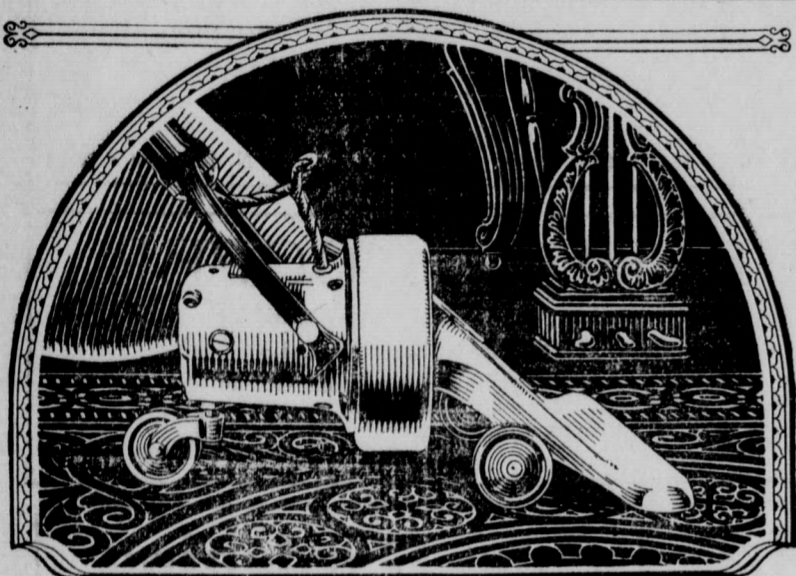
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people perish." That is just as true today as it was then—the community which has not vision is bound to go back, it cannot go forward. You are fortunate that you have been able to have men of vision, men who can look ahead five, ten, twenty years and see what this town needs for its future welfare, as advisers in this organization's work. For while so much of Chamber of Commerce work is intangible, you can't put your finger on it and say thus and so resulted from this particular act, it is invaluable to a community. The Chamber of Commerce should be the citizens' forum where public opinion can be crystallized; it should shape and guide the growth of the city, for unguided, in years to come you many need some surgical operations to get rid of things that should have been kept out in the first place; and it is the only organization which is constantly keeping the city in the public eye, it is a necessary advertising medium. So long as you have men of such caliber to carry on this public service, the future status of Sierra Madre is safe. I have not mentioned any names specially because so many have done so much. With such a nucleus of public spirited, forward looking men to carry on the work with high ideals of community betterment, your Chamber of Commerce closes a year of worthwhile accomplishments and looks forward to another year of much greater things, all helping to make this the finest, greatest LITTLE city in the land.

Respectfully submitted,
JESSICA H. WRIGHT, Secretary.

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